

FSC-78-A	5/8/95	TO: ROM
SUBJECT: RETAILER ASSIST PROGRAM		
DISTRIBUTION:		
<u>X</u> AVP	<u>X</u> CAM	___ ELM
<u>X</u> RM	<u>X</u> Reg.Mil.Mgr.	___ MIL
<u>X</u> RBM	___ Reg.DF Mgr.	___ DF
<u>X</u> ROM	___ DM	___ REP

The Retailer Assist Program will be available to lower volume retailers in 1995, in conjunction with the new Retail Partners Program. The highlights of the Retailer Assist Program for 1995 are as follows:

- Display requirements same as 1994 -- 1 Full Price Display, 1 Savings Display
- Signage requirements will be satisfied using the share of signage equal to share of market statement.
- Payment -- \$25 per month
- "Additional requirements" section has been revised to be consistent with Retail Partners Base requirements.
- Contract Type -- RA Plan G

Attached please find an example contract. Three-part contracts will be available to order on 5/22/95.

Please direct your questions to your Merchandising department contact.

R. J. REYNOLDS TOBACCO COMPANY

Attachment

DM	T&D	REP
1224	✓	
1225	✓	
1226	✓	
1229	✓	
1230	✓	
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

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